

Jon Stenning

Director · Writer · Filmmaker · Content Strategist

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PROFILE

Freelance director and writer with 15+ years producing commercial spots, eCommerce video, and branded content for some of the most recognizable properties in entertainment — including Star Wars, Marvel, Transformers, Disney Princess, and Hasbro Gaming. Equally comfortable conceiving a campaign from scratch or executing a detailed eCommerce shot list on a tight timeline. Experienced across the full production pipeline: conceiving, scripting, pre-production, on-set direction, and post through delivery.

Alongside commercial work, managing social media and event programming for NBX Bikes, running an independent cycling content brand called It's Just A Hill, and currently developing a first narrative feature film, *Satuit*.

Based in Rhode Island. Available for the right project.

EXPERIENCE

Director / Writer / Content Strategist

Freelance · Rhode Island · 2008 – Present

- Primary commercial director and writer for Hasbro for 15+ years, producing broadcast TV spots and eCommerce video across a wide range of properties and product lines.
- Brand experience includes: Star Wars, Marvel (Avengers, Spider-Man, Fantastic Four), Transformers, Beyblade, Disney Princess, and Hasbro Gaming titles including Monopoly, The Game of Life, and more.
- High-volume production schedule with shoots rotating regularly across product lines — cycling through action figures, games, and licensed properties on a near-weekly basis throughout the year.
- Manage all aspects of production from concept through delivery: scripting, shot list development, crew coordination, on-set direction, and post-production oversight to ensure the final product stays true to the original vision.
- Production history with Hasbro extends across more than 500 individual jobs spanning product launches, seasonal campaigns, and evergreen eCommerce content.
- Additional commercial clients include CVS, Boston Celtics, Kaiser Permanente, and Scion.

Music Video Director

Freelance · New England · Ongoing

- Directed music videos for a range of New England-based acts, with a focus on metal and hardcore bands.
- Full-service production from concept and treatment through shoot and post — working closely with artists to develop visuals that reflect the energy and identity of their music.
- Experience navigating low-budget, high-impact productions that prioritize creative vision over resources.

Social Media Manager / Event Coordinator

NBX Bikes · Rhode Island · Ongoing

- Manage social media for one of Rhode Island's leading independent bike shops across Instagram and related platforms.
- Content spans event promotions, ride recaps, product features, bike sale listings, and community storytelling.
- Coordinate community cycling events and in-store activations, handling logistics, promotion, and recap content.

Founder / Content Director

It's Just A Hill (IJAH) · Rhode Island · Ongoing

- Founded and operate an independent cycling content brand and community, grown from a personal project into an active regional community of riders.
- Produce original video series, social content, and long-form ride documentation for Instagram and YouTube — including the ongoing 'Snack or Whack' series.
- Organize and execute cycling events including metric centuries and recovery rides, handling all logistics, promotion, and post-event content.

Writer / Director (In Development)

Satuit · Narrative Feature Film · 2025 – Present

- Writing and directing a coming-of-age dark comedy set in 1998 North Scituate, Rhode Island — centered on a group of girls racing to swim the Scituate Reservoir.
- Early development includes outreach to RISCA (Rhode Island State Council on the Arts), the Narragansett Indian Tribal Historic Preservation Office, and local production partners.

Board Member / Grant Writer

Summit Bicycle Museum · Coventry, RI · Ongoing

- Primary grant writer for the museum, researching and authoring funding applications to support preservation, programming, and community outreach initiatives.
- Serve on the board of a nonprofit dedicated to preserving and celebrating the history and culture of cycling in New England, contributing to strategic direction and event support.

SKILLS & TOOLS

Direction	Commercial spots, eCommerce video, music videos, narrative development, on-set direction, shot list creation
Writing	Scriptwriting, brand copy, content strategy, social media, long-form storytelling
Social Media	Instagram Reels, YouTube Shorts, content calendars, community management, brand voice development
Production Mgmt	Pre-production planning, crew coordination, budget management, client communication
Clients	Hasbro, Marvel, Star Wars, Transformers, Disney, Disney Princess, Beyblade, Hasbro Gaming, CVS, Boston Celtics, Kaiser Permanente, Scion, NBX Bikes